

Customer Data Platform Market by Offering, Application (Customer Retention & Engagement, Personalized Recommendation), Data Channel (Email, Social, SMS, Web), Type, (Data CDP, Analytics CDP, Campaign CDP), Vertical and Region - Global Forecast to 2028

<https://marketpublishers.com/r/C0574613A561EN.html>

Date: March 2024

Pages: 363

Price: US\$ 4,950.00 (Single User License)

ID: C0574613A561EN

Abstracts

The Customer Data Platform (CDP) market is projected to grow from USD 5.1 billion in 2023 and USD 7.4 billion in 2024 to USD 28.2 billion by 2028, at a compound annual growth rate (CAGR) of 39.9% during the forecast period (2024-2028). The market is anticipated to grow due to the increasing data volume and complexity, growing regulatory compliance requirements, shift toward data-driven marketing and advertising. The shift towards the changing landscape of customer intelligence, need to deliver omnichannel experience, and proliferation of customer channels forms a foundational driver in the Customer Data Platform (CDP) market.

“By services, managed services segment to register for fastest growing CAGR during the forecast period.”

Managed services assist clients in outsourcing CDP solutions to service providers to manage their key business operations efficiently. These services offer organizations the expertise and support to manage and optimize their CDPs effectively, ensuring they derive maximum value from their customer data. By outsourcing the management of their CDPs to a third-party provider, organizations can focus on their core business activities while leveraging the provider's specialized skills and resources.

“By type, campaign CDP to witness the largest market size during the forecast period.”

The increasing importance of personalized marketing strategies has led businesses to seek robust platforms that can efficiently manage and utilize customer data for targeted campaigns. Campaign CDPs offer advanced segmentation capabilities and real-time data integration, enabling marketers to tailor their messaging and offers to individual preferences and behaviors. Additionally, the proliferation of digital channels and the growing volume of customer data generated across multiple touchpoints necessitate sophisticated CDP solutions to consolidate and harness this data effectively.

“By region, North America to register for the largest market size during the forecast period.”

The increasing adoption of cloud-based technologies and the proliferation of digital channels have fueled the demand for CDPs that can seamlessly integrate and analyze data from multiple sources to deliver personalized customer experiences across various touchpoints. Additionally, the rising customer expectations for hyper-personalization and real-time interactions have compelled businesses to invest in advanced CDP solutions capable of providing actionable insights and enabling agile marketing strategies. Moreover, the competitive landscape in North America's CDP market is evolving rapidly, with established players expanding their offerings and new entrants entering the market with innovative solutions, thereby intensifying competition and driving innovation.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Customer Data Platform (CDP) market.

By Company: Tier I: 38%, Tier II: 50%, and Tier III: 12%

By Designation: C-Level Executives: 35%, D-Level Executives: 40%, and Others: 25%

By Region: North America: 40%, Europe: 30%, Asia Pacific: 20%, Latin America-5%, and

Middle East and Africa- 5%,

The report includes the study of key players offering CDP solutions. It profiles major vendors in the Customer Data Platform (CDP) market. The major players in the Customer Data Platform (CDP) market include Oracle Corporation (US), SAP SE (Germany), Adobe Inc. (US), Salesforce.com, Inc. (US), Microsoft Corporation (US), SAS Institute (US), Twilio (US), Cloudera (US), Teradata (US), Nice Systems Ltd. (Israel), Dun & Bradstreet (US), Leadspace (US), Upland Software (US), CaliberMind (US), Celebrus (UK), Tealium (US), Acquia (US), BlueConic (US), Lytics Inc. (US), IgnitionOne, Inc. (US), Amperity, Inc. (US), Optimove (Israel), Totango (US), Insider (Singapore), Listrak (US), Simon Data (US), Ometria (UK), Treasure Data (US), Salesmango (US), and ActionIQ (US).

Research Coverage

The Customer Data Platform (CDP) market research study involved extensive secondary sources, directories, journals, and paid databases. Primary sources were mainly industry experts from the core and related industries, preferred CDP providers, third-party service providers, consulting service providers, end users, and other commercial enterprises. In-depth interviews were conducted with various primary respondents, including key industry participants and subject matter experts, to obtain and verify critical qualitative and quantitative information, and assess the market's prospects.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall Customer Data Platform (CDP) market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing data volume and complexity, growing regulatory compliance requirements, shift toward data-driven marketing and advertising, the shift towards the changing landscape of customer intelligence, need to deliver omnichannel experience, and proliferation of customer channels), restraints (Data privacy laws and protection of customer data to be

critical for CDP adoption, and lack of flexibility), opportunities (Automated smart machines to drive customer experience, expansion of artificial intelligence and machine learning and rising investments and fundings by enterprises to identify growth opportunities), and challenges (More time required for creating marketing campaigns, difficulties in understanding 'why', and confusion around what CDP can and should do).

- Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the Customer Data Platform (CDP) market.

Market Development: Comprehensive information about lucrative markets – the report analyses the Customer Data Platform (CDP) market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Customer Data Platform (CDP) market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players including Oracle Corporation (US), SAP SE (Germany), Adobe Inc. (US), Salesforce.com, Inc. (US), Microsoft Corporation (US), SAS Institute (US), Twilio (US), Cloudera (US), Teradata (US), Nice Systems Ltd. (Israel), among others in the Customer Data Platform (CDP) market strategies. The report also helps stakeholders understand the pulse of the Customer Data Platform (CDP) market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS & EXCLUSIONS
- 1.3 STUDY SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 REGIONS COVERED
- 1.4 YEARS CONSIDERED
- 1.5 CURRENCY CONSIDERED
- 1.6 STAKEHOLDERS
- 1.7 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 CUSTOMER DATA PLATFORM MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - TABLE 1 LIST OF PRIMARY INTERVIEWS
 - 2.1.2.1 Breakup of primary profiles
 - FIGURE 2 BREAKUP OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION
 - 2.1.2.2 Key insights from industry experts
- 2.2 MARKET BREAKUP AND DATA TRIANGULATION
 - FIGURE 3 DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
 - FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 1 (SUPPLY SIDE)
 - FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 1: BOTTOM-UP (SUPPLY SIDE)
 - FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 2 - BOTTOM-UP (DEMAND SIDE): PRODUCTS/SOLUTIONS/SERVICES SOLD AND THEIR AVERAGE SELLING PRICE
 - FIGURE 7 CUSTOMER DATA PLATFORM MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES
 - 2.3.1 TOP-DOWN APPROACH

- 2.3.2 BOTTOM-UP APPROACH
- 2.4 MARKET FORECAST
- TABLE 2 FACTOR ANALYSIS
- 2.5 RESEARCH ASSUMPTIONS
- 2.6 LIMITATIONS
- 2.7 IMPACT OF RECESSION ON CUSTOMER DATA PLATFORM MARKET

3 EXECUTIVE SUMMARY

- TABLE 3 CUSTOMER DATA PLATFORM MARKET SIZE AND GROWTH RATE, 2018–2023 (USD MILLION, Y-O-Y%)
- TABLE 4 CUSTOMER DATA PLATFORM MARKET SIZE AND GROWTH RATE, 2024–2028 (USD MILLION, Y-O-Y%)
- FIGURE 8 PLATFORM SEGMENT TO ACCOUNT FOR LARGER MARKET DURING FORECAST PERIOD
- FIGURE 9 PROFESSIONAL SERVICES SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD
- FIGURE 10 ON-PREMISES SEGMENT TO HOLD LARGER MARKET DURING FORECAST PERIOD
- FIGURE 11 CAMPAIGN CDP SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD
- FIGURE 12 PREDICTIVE ANALYTICS SEGMENT TO HOLD LARGEST MARKET DURING FORECAST PERIOD
- FIGURE 13 EMAIL SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD
- FIGURE 14 TRAVEL & HOSPITALITY SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD
- FIGURE 15 CUSTOMER DATA PLATFORM MARKET SNAPSHOT, BY REGION

4 PREMIUM INSIGHTS

- 4.1 OPPORTUNITIES FOR KEY PLAYERS IN CUSTOMER DATA PLATFORM MARKET
- FIGURE 16 INCREASING SPENDING ON MARKETING AND ADVERTISING ACTIVITIES TO DRIVE MARKET
- 4.2 OVERVIEW OF RECESSION IN CUSTOMER DATA PLATFORM MARKET
- FIGURE 17 CUSTOMER DATA PLATFORM MARKET TO WITNESS MINOR DECLINE IN Y-O-Y GROWTH RATE IN 2024
- 4.3 CUSTOMER DATA PLATFORM MARKET: TOP THREE VERTICALS, 2024–2028

FIGURE 18 BFSI SEGMENT TO ACCOUNT FOR LARGEST MARKET DURING FORECAST PERIOD

4.4 CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024

FIGURE 19 NORTH AMERICA TO HOLD LARGEST MARKET SHARE IN 2024

4.5 NORTH AMERICAN CUSTOMER DATA PLATFORM MARKET: TOP THREE APPLICATIONS AND VERTICALS, 2024

FIGURE 20 PERSONALIZED RECOMMENDATIONS AND BFSI SEGMENTS TO ACCOUNT FOR LARGEST MARKET SHARES IN 2024

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 21 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: CUSTOMER DATA PLATFORM MARKET

5.2.1 DRIVERS

- 5.2.1.1 Growing data volume and complexity
- 5.2.1.2 Increasing demand for omnichannel experience
- 5.2.1.3 Need to comply with privacy regulations
- 5.2.1.4 Shift toward data-driven marketing
- 5.2.1.5 Changing landscape of customer intelligence
- 5.2.1.6 Proliferation of multiple customer channels

5.2.2 RESTRAINTS

- 5.2.2.1 Criticality of maintaining data privacy laws
- 5.2.2.2 Lack of flexibility

5.2.3 OPPORTUNITIES

- 5.2.3.1 Expansion of AI and ML
- 5.2.3.2 Automation of smart machines
- 5.2.3.3 Rising investments and fundings by enterprises

5.2.4 CHALLENGES

- 5.2.4.1 Challenge in creating real-time marketing campaigns
- 5.2.4.2 Lack of comprehension of customer data value
- 5.2.4.3 Confusion regarding objectives of CDP

5.3 CUSTOMER DATA PLATFORM MARKET: EVOLUTION

5.4 CUSTOMER DATA PLATFORM MARKET: ARCHITECTURE

FIGURE 22 CUSTOMER DATA PLATFORM FUNCTIONALITY

5.5 ECOSYSTEM ANALYSIS

FIGURE 23 CUSTOMER DATA PLATFORM MARKET: ECOSYSTEM

TABLE 5 ROLE OF KEY PLAYERS IN CUSTOMER DATA PLATFORM MARKET

5.6 VALUE CHAIN ANALYSIS

FIGURE 24 CUSTOMER DATA PLATFORM MARKET: VALUE CHAIN ANALYSIS

5.7 TECHNOLOGY ANALYSIS

5.7.1 KEY TECHNOLOGIES

5.7.1.1 Cloud computing

5.7.1.2 AI and ML

5.7.1.3 Big data and analytics

5.7.2 COMPLEMENTARY TECHNOLOGIES

5.7.2.1 Data quality and enrichment

5.7.2.2 NLP

5.7.3 ADJACENT TECHNOLOGIES

5.7.3.1 DMP

5.7.3.2 CMS

5.8 CASE STUDY ANALYSIS

5.8.1 TELECOM & IT

5.8.1.1 Orange partnered with Tealium to adopt data-driven approach toward customer insight and engagement

5.8.1.2 Leadspace's B2B CDP helped OneLogin improve email open rates and make sales outreach faster

5.8.2 BFSI

5.8.2.1 Teradata Vantage platform unified and simplified analytics ecosystem of Swedbank to understand consumer behavior

5.8.3 HEALTHCARE

5.8.3.1 Allergan plc relaunched its personalized customer loyalty program, All?, by partnering with Segment, Twilio, and Snowflake

5.8.4 RETAIL & ECOMMERCE

5.8.4.1 Bounty improved audience segmentation and customer engagement by implementing BlueVenn CDP from Upland software

5.8.5 OTHERS

5.8.5.1 Leadspace CDP helped Sovos re-arrange its database with real-time data enrichment and build highly predictive models

5.8.5.2 Dynamic Signal used Leadspace B2B CDP to enable highly personalized, targeted account-based marketing campaigns

5.9 PORTER'S FIVE FORCES' ANALYSIS

TABLE 6 IMPACT OF PORTER'S FIVE FORCES ON CUSTOMER DATA PLATFORM MARKET

FIGURE 25 CUSTOMER DATA PLATFORM MARKET: PORTER'S FIVE FORCES' ANALYSIS

5.9.1 THREAT OF NEW ENTRANTS

5.9.2 THREAT OF SUBSTITUTES

5.9.3 BARGAINING POWER OF SUPPLIERS

5.9.4 BARGAINING POWER OF BUYERS

5.9.5 INTENSITY OF COMPETITIVE RIVALRY

5.10 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 26 REVENUE SHIFT OF CUSTOMER DATA PLATFORM MARKET VENDORS

5.11 REGULATORY LANDSCAPE

5.11.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 7 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 8 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 9 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 10 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.11.2 CUSTOMER DATA PLATFORM MARKET: REGULATIONS

5.11.2.1 North America

5.11.2.1.1 Personal Information Protection and Electronic Documents Act (PIPEDA)

5.11.2.1.2 California Consumer Privacy Act (CCPA)

5.11.2.1.3 Gramm-Leach-Bliley (GLB) Act

5.11.2.2 Europe

5.11.2.2.1 General Data Protection Regulation

5.11.2.2.2 Network and Information Systems Directive (NIS Directive) - European Union

5.11.2.2.3 Directive on Privacy and Electronic Communications (ePrivacy Directive)

5.11.2.3 Asia Pacific

5.11.2.3.1 Personal Data Protection Act (PDPA)

5.11.2.3.2 Act on the Protection of Personal Information (APPI)

5.11.2.3.3 Critical Information Infrastructure

5.11.2.3.4 International Organization for Standardization (ISO) 27001

5.11.2.4 Middle East & Africa

5.11.2.4.1 Protection of Personal Information Act (POPIA) - South Africa

5.11.2.4.2 Dubai Data Law - United Arab Emirates (UAE)

5.11.2.4.3 Nigerian Data Protection Regulation (NDPR)

5.11.2.5 Latin America

5.11.2.5.1 Brazil Data Protection Law

5.11.2.5.2 Argentina Personal Data Protection Law No. 25.326

5.11.2.5.3 Colombian Data Protection Laws

5.12 PATENT ANALYSIS

5.12.1 METHODOLOGY

5.12.2 PATENTS FILED, BY DOCUMENT TYPE

TABLE 12 PATENTS FILED, 2013–2023

5.12.3 INNOVATION AND PATENT APPLICATIONS

FIGURE 27 NUMBER OF PATENTS GRANTED IN LAST 10 YEARS, 2013–2023

5.12.4 TOP 10 APPLICANTS IN CUSTOMER DATA PLATFORM MARKET

FIGURE 28 TOP 10 APPLICANTS IN CUSTOMER DATA PLATFORM MARKET, 2013–2023

FIGURE 29 REGIONAL ANALYSIS OF PATENTS GRANTED, 2013–2023

TABLE 13 TOP 20 PATENT OWNERS IN CUSTOMER DATA PLATFORM MARKET, 2013–2023

TABLE 14 LIST OF MAJOR PATENTS IN CUSTOMER DATA PLATFORM MARKET, 2023

5.13 PRICING ANALYSIS

5.13.1 AVERAGE SELLING PRICE TRENDS OF KEY PLAYERS, BY OFFERING TYPE

FIGURE 30 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY OFFERING

TABLE 15 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY OFFERING

5.13.2 INDICATIVE PRICING ANALYSIS, BY CUSTOMER DATA PLATFORM SOLUTION

TABLE 16 INDICATIVE PRICING LEVELS OF CUSTOMER DATA PLATFORM SOLUTIONS

5.14 KEY STAKEHOLDERS AND BUYING CRITERIA

5.14.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 31 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

TABLE 17 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

5.14.2 BUYING CRITERIA

FIGURE 32 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 18 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

5.15 KEY CONFERENCES AND EVENTS

TABLE 19 DETAILED LIST OF KEY CONFERENCES & EVENTS, 2024–2025

5.16 INVESTMENT AND FUNDING SCENARIO

FIGURE 33 LEADING CUSTOMER DATA PLATFORM START-UPS BY FUNDING VALUE AND FUNDING ROUNDS, 2023

6 CUSTOMER DATA PLATFORM MARKET, BY OFFERING

6.1 INTRODUCTION

6.1.1 OFFERINGS: CUSTOMER DATA PLATFORM MARKET DRIVERS

FIGURE 34 PLATFORM SEGMENT TO ACCOUNT FOR LARGER MARKET SIZE DURING FORECAST PERIOD

TABLE 20 CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 21 CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

6.2 PLATFORM

6.2.1 PROLIFERATION OF CUSTOMER ANALYTICS AND PREDICTIVE MODELS TO DRIVE MARKET

TABLE 22 PLATFORM: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 23 PLATFORM: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

6.2.2 PLATFORM, BY DEPLOYMENT MODE

FIGURE 35 ON-PREMISES SEGMENT TO ACCOUNT FOR LARGER MARKET SIZE DURING FORECAST PERIOD

TABLE 24 CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 25 CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

6.2.2.1 Cloud

6.2.2.1.1 Cost-effectiveness, scalability, speed, 24x7 service, and enhanced IT security to boost adoption of cloud-based CDPs

TABLE 26 CLOUD: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 27 CLOUD: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

6.2.2.2 On-premises

6.2.2.2.1 Need for flexibility and data security & privacy issues to fuel demand for on-premises CDPs

TABLE 28 ON-PREMISES: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 29 ON-PREMISES: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

6.3 SERVICES

6.3.1 INCREASING TECHNOLOGICAL ADVANCEMENTS TO PROPEL DEMAND FOR CDP SERVICES

FIGURE 36 MANAGED SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 30 CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 31 CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 32 SERVICES: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 33 SERVICES: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

6.3.2 PROFESSIONAL SERVICES

6.3.2.1 CDP professional services to help clients in decision-making

FIGURE 37 SYSTEM INTEGRATION & DEPLOYMENT SERVICES TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 34 PROFESSIONAL SERVICES: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2018–2023 (USD MILLION)

TABLE 35 PROFESSIONAL SERVICES: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 36 PROFESSIONAL SERVICES: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 37 PROFESSIONAL SERVICES: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

6.3.2.2 Consulting

6.3.2.2.1 Consulting services to help organizations develop, implement, and maintain data-driven marketing operations

TABLE 38 CONSULTING: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 39 CONSULTING: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

6.3.2.3 Support & maintenance

6.3.2.3.1 Support & maintenance services to offer assistance for troubleshooting and personalized training and courses

TABLE 40 SUPPORT & MAINTENANCE: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 41 SUPPORT & MAINTENANCE: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)**6.3.2.4 System integration & deployment**

6.3.2.4.1 System integration & deployment services to ensure seamless integration of CX solutions

TABLE 42 SYSTEM INTEGRATION & DEPLOYMENT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)**TABLE 43 SYSTEM INTEGRATION & DEPLOYMENT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)****6.3.3 MANAGED SERVICES**

6.3.3.1 Managed services to help organizations streamline CDP operations, improve data quality and security, and enhance customer engagement strategies

7 CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL**7.1 INTRODUCTION****7.1.1 DATA CHANNELS: CUSTOMER DATA PLATFORM MARKET DRIVERS**

FIGURE 38 SMS SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 44 CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2018–2023 (USD MILLION)**TABLE 45 CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2024–2028 (USD MILLION)****7.2 EMAIL**

7.2.1 RISING FOCUS ON PERSONALIZED MARKETING STRATEGIES VIA EMAILS TO TAILOR COMMUNICATIONS AND ENHANCE CUSTOMER ENGAGEMENT

TABLE 46 EMAIL: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)**TABLE 47 EMAIL: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)****7.3 SOCIAL MEDIA**

7.3.1 GROWING EMPHASIS ON SOCIAL LISTENING AND SENTIMENT ANALYSIS AND INTEGRATION OF AI AND ML TECHNOLOGIES TO DRIVE MARKET

TABLE 48 SOCIAL MEDIA: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)**TABLE 49 SOCIAL MEDIA: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)****7.4 SMS****7.4.1 INCREASING RELIANCE ON MOBILE DEVICES, GROWING POPULARITY OF**

SMS, AND ADOPTION OF AI AND ML TECHNOLOGIES TO PROPEL MARKET

TABLE 50 SMS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023
(USD MILLION)

TABLE 51 SMS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028
(USD MILLION)

7.5 WEB

7.5.1 RISING ECOMMERCE AND DIGITAL INTERACTIONS AND NEED TO
AGGREGATE AND ANALYZE WEB DATA TO SPUR MARKET GROWTH

TABLE 52 WEB: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023
(USD MILLION)

TABLE 53 WEB: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028
(USD MILLION)

7.6 PUSH MESSAGING

7.6.1 INCREASING DEMAND FOR PERSONALIZED CUSTOMER EXPERIENCES
AND DATA-DRIVEN MARKETING STRATEGIES TO PROPEL MARKET

TABLE 54 PUSH MESSAGING: CUSTOMER DATA PLATFORM MARKET, BY
REGION, 2018–2023 (USD MILLION)

TABLE 55 PUSH MESSAGING: CUSTOMER DATA PLATFORM MARKET, BY
REGION, 2024–2028 (USD MILLION)

7.7 OTHER DATA CHANNELS

TABLE 56 OTHER DATA CHANNELS: CUSTOMER DATA PLATFORM MARKET, BY
REGION, 2018–2023 (USD MILLION)

TABLE 57 OTHER DATA CHANNELS: CUSTOMER DATA PLATFORM MARKET, BY
REGION, 2024–2028 (USD MILLION)

8 CUSTOMER DATA PLATFORM MARKET, BY TYPE

8.1 INTRODUCTION

8.1.1 TYPES: CUSTOMER DATA PLATFORM MARKET DRIVERS

FIGURE 39 CAMPAIGN CDP SEGMENT TO REGISTER HIGHEST CAGR DURING
FORECAST PERIOD

TABLE 58 CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2018–2023 (USD
MILLION)

TABLE 59 CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2024–2028 (USD
MILLION)

8.2 DATA CDP

8.2.1 NEED FOR EASIER INTEGRATION WITH EXISTING SYSTEMS AND REAL-
TIME DATA PROCESSING CAPABILITIES TO FUEL DEMAND FOR DATA CDP

TABLE 60 DATA CDP: CUSTOMER DATA PLATFORM MARKET, BY REGION,

2018–2023 (USD MILLION)

TABLE 61 DATA CDP: CUSTOMER DATA PLATFORM MARKET, BY REGION,
2024–2028 (USD MILLION)

8.3 ANALYTICS CDP

8.3.1 ANALYTICS CDPS TO HELP AGGREGATE, ANALYZE, AND DERIVE
ACTIONABLE INSIGHTS FROM VAST CUSTOMER DATA

TABLE 62 ANALYTICS CDP: CUSTOMER DATA PLATFORM MARKET, BY REGION,
2018–2023 (USD MILLION)

TABLE 63 ANALYTICS CDP: CUSTOMER DATA PLATFORM MARKET, BY REGION,
2024–2028 (USD MILLION)

8.4 CAMPAIGN CDP

8.4.1 CAMPAIGN CDPS TO OFFER ADVANCED SEGMENTATION CAPABILITIES
AND REAL-TIME DATA INTEGRATION

TABLE 64 CAMPAIGN CDP: CUSTOMER DATA PLATFORM MARKET, BY REGION,
2018–2023 (USD MILLION)

TABLE 65 CAMPAIGN CDP: CUSTOMER DATA PLATFORM MARKET, BY REGION,
2024–2028 (USD MILLION)

8.5 DELIVERY CDP

8.5.1 INCREASING DEMAND TO MANAGE AND UTILIZE CUSTOMER DATA TO
PERSONALIZE EXPERIENCES AND IMPROVE CUSTOMER ENGAGEMENT
ACROSS VARIOUS CHANNELS TO DRIVE MARKET

TABLE 66 DELIVERY CDP: CUSTOMER DATA PLATFORM MARKET, BY REGION,
2018–2023 (USD MILLION)

TABLE 67 DELIVERY CDP: CUSTOMER DATA PLATFORM MARKET, BY REGION,
2024–2028 (USD MILLION)

9 CUSTOMER DATA PLATFORM MARKET, BY APPLICATION

9.1 INTRODUCTION

9.1.1 APPLICATIONS: CUSTOMER DATA PLATFORM MARKET DRIVERS
FIGURE 40 PREDICTIVE ANALYTICS SEGMENT TO REGISTER LARGEST MARKET
DURING FORECAST PERIOD

TABLE 68 CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023
(USD MILLION)

TABLE 69 CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028
(USD MILLION)

9.2 PERSONALIZED RECOMMENDATIONS

9.2.1 RETAILERS TO LEVERAGE IOT AND DEPLOY SENSORS AND BEACONS
TO DRAW CUSTOMER DATA INTO THEIR CDPS

TABLE 70 PERSONALIZED RECOMMENDATIONS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 71 PERSONALIZED RECOMMENDATIONS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.3 PREDICTIVE ANALYTICS

9.3.1 PREDICTIVE ANALYTICS TO HELP MARKETERS DECIDE WHAT VALUE, SPENDING, AND ENERGY SHOULD BE INVESTED INTO EACH CUSTOMER SEGMENT

TABLE 72 PREDICTIVE ANALYTICS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 73 PREDICTIVE ANALYTICS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.4 CUSTOMER RETENTION & ENGAGEMENT

9.4.1 CUSTOMER RETENTION & ENGAGEMENT CDPS TO HELP CARRY OUT ONLINE TASKS FASTER AND IMPROVE CUSTOMER EXPERIENCE

TABLE 74 CUSTOMER RETENTION & ENGAGEMENT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 75 CUSTOMER RETENTION & ENGAGEMENT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.5 SALES & MARKETING DATA SEGMENTATION

9.5.1 SALES & MARKETING DATA TO IMPROVE CUSTOMER LOYALTY, CROSS-SELLING AND UP-SELLING, AND REAL-TIME MARKETING AUTOMATION

TABLE 76 SALES & MARKETING DATA SEGMENTATION: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 77 SALES & MARKETING DATA SEGMENTATION: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.6 RISK & COMPLIANCE MANAGEMENT

9.6.1 CDPS TO HELP PROVIDE BETTER ROI IN FINANCIAL SERVICES AND SAFEGUARD HUGE AMOUNTS OF DATA GENERATED WHILE ANALYZING CUSTOMER DATA

TABLE 78 RISK & COMPLIANCE MANAGEMENT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 79 RISK & COMPLIANCE MANAGEMENT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.7 OTHER APPLICATIONS

TABLE 80 OTHER APPLICATIONS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 81 OTHER APPLICATIONS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

10 CUSTOMER DATA PLATFORM MARKET, BY VERTICAL

10.1 INTRODUCTION

10.1.1 VERTICALS: CUSTOMER DATA PLATFORM MARKET DRIVERS

FIGURE 41 BFSI VERTICAL TO ACCOUNT FOR LARGEST MARKET DURING FORECAST PERIOD

TABLE 82 CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 83 CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

10.2 BFSI

10.2.1 BANKS TO USE CDPS TO PERSONALIZE CUSTOMER ENGAGEMENT, IMPROVE FRAUD DETECTION, AND MITIGATE RISKS

TABLE 84 BFSI: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 85 BFSI: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

10.3 RETAIL & ECOMMERCE

10.3.1 NEED FOR HIGH-QUALITY AND PROPERLY MANAGED DATA FOR DECISION-MAKING TO BOOST DEMAND FOR CDPS

TABLE 86 RETAIL & ECOMMERCE: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 87 RETAIL & ECOMMERCE: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

10.4 MEDIA & ENTERTAINMENT

10.4.1 NEED TO DRIVE DIGITAL TRANSFORMATION, REDUCE OPERATING COSTS, AND GENERATE REVENUE FROM COMPETITIVE AND UNCERTAIN MARKETS TO DRIVE MARKET

TABLE 88 MEDIA & ENTERTAINMENT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 89 MEDIA & ENTERTAINMENT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

10.5 TRAVEL & HOSPITALITY

10.5.1 CDP TO HELP ENGAGE CUSTOMERS WITH PERSONALIZED MESSAGES AND OFFER TAILOR-MADE SOLUTIONS FOR USERS' PREFERENCES

TABLE 90 TRAVEL & HOSPITALITY: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 91 TRAVEL & HOSPITALITY: CUSTOMER DATA PLATFORM MARKET, BY

REGION, 2024–2028 (USD MILLION)

10.6 TELECOM & IT

10.6.1 NEED TO OBTAIN INTEGRATED CUSTOMER VIEW AND IMPROVE THEIR OPERATIONS AND PROCESSES TO PROPEL MARKET

TABLE 92 TELECOM & IT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 93 TELECOM & IT: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

10.7 HEALTHCARE & LIFE SCIENCES

10.7.1 CDP TOOLS TO ENABLE HEALTHCARE ANALYSTS AND DATA SCIENTISTS TO EXTRACT INFORMATION FROM VARIOUS DATA SOURCES

TABLE 94 HEALTHCARE & LIFE SCIENCES: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 95 HEALTHCARE & LIFE SCIENCES: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

10.8 OTHER VERTICALS

TABLE 96 OTHER VERTICALS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 97 OTHER VERTICALS: CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

11 CUSTOMER DATA PLATFORM MARKET, BY REGION

11.1 INTRODUCTION

FIGURE 42 ASIA PACIFIC TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 98 CUSTOMER DATA PLATFORM MARKET, BY REGION, 2018–2023 (USD MILLION)

TABLE 99 CUSTOMER DATA PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

11.2 NORTH AMERICA

11.2.1 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET DRIVERS

11.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 43 NORTH AMERICA: MARKET SNAPSHOT

TABLE 100 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 101 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 102 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY

SERVICE, 2018–2023 (USD MILLION)

TABLE 103 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 104 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 105 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 106 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 107 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 108 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2018–2023 (USD MILLION)

TABLE 109 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2024–2028 (USD MILLION)

TABLE 110 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 111 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 112 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2018–2023 (USD MILLION)

TABLE 113 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 114 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 115 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

TABLE 116 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2018–2023 (USD MILLION)

TABLE 117 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

11.2.3 US

11.2.3.1 Government support, investment in R&D, and availability of infrastructure, innovation, and initiatives necessary for CDP evolution to drive market

TABLE 118 US: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 119 US: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 120 US: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023

(USD MILLION)

TABLE 121 US: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028

(USD MILLION)

TABLE 122 US: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 123 US: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 124 US: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 125 US: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 126 US: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 127 US: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 128 US: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 129 US: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.2.4 CANADA

11.2.4.1 Rising knowledge of benefits of cloud to fuel demand for CDP solutions

TABLE 130 CANADA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 131 CANADA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 132 CANADA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 133 CANADA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 134 CANADA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 135 CANADA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 136 CANADA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 137 CANADA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 138 CANADA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 139 CANADA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 140 CANADA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 141 CANADA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.3 EUROPE

11.3.1 EUROPE: CUSTOMER DATA PLATFORM MARKET DRIVERS

11.3.2 EUROPE: RECESSION IMPACT

TABLE 142 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 143 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 144 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 145 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 146 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 147 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 148 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 149 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 150 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2018–2023 (USD MILLION)

TABLE 151 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2024–2028 (USD MILLION)

TABLE 152 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 153 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 154 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2018–2023 (USD MILLION)

TABLE 155 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 156 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 157 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

TABLE 158 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2018–2023 (USD MILLION)

TABLE 159 EUROPE: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

11.3.3 UK

11.3.3.1 Need for effective data management and increased demand for enhanced customer experience to propel market

TABLE 160 UK: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 161 UK: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 162 UK: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 163 UK: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 164 UK: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 165 UK: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 166 UK: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 167 UK: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 168 UK: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 169 UK: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 170 UK: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 171 UK: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.3.4 GERMANY

11.3.4.1 Presence of major vendors and rising use of advanced analytics tools for strategic decision-making digital mobility to accelerate market growth

TABLE 172 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 173 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,

2024–2028 (USD MILLION)

TABLE 174 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 175 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 176 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 177 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 178 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 179 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 180 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 181 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 182 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 183 GERMANY: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.3.5 FRANCE

11.3.5.1 Digital transformation, growth of industrial sector, and favorable investment climate to boost demand for CDP solutions

TABLE 184 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 185 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 186 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 187 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 188 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 189 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 190 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 191 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT

MODE, 2024–2028 (USD MILLION)

TABLE 192 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 193 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 194 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 195 FRANCE: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.3.6 SPAIN

11.3.6.1 Stringent data privacy regulations and need for enhanced customer experiences and personalized marketing efforts to propel market

11.3.7 ITALY

11.3.7.1 Need to collect and store data and provide actionable insights to run marketing campaigns to drive market

11.3.8 REST OF EUROPE

11.4 ASIA PACIFIC

11.4.1 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET DRIVERS

11.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 44 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 196 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 197 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 198 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 199 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 200 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 201 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 202 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 203 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 204 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2018–2023 (USD MILLION)

TABLE 205 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY DATA

CHANNEL, 2024–2028 (USD MILLION)

TABLE 206 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 207 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 208 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2018–2023 (USD MILLION)

TABLE 209 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 210 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 211 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

TABLE 212 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2018–2023 (USD MILLION)

TABLE 213 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

11.4.3 CHINA

11.4.3.1 Organizations to leverage CDP to detect financial frauds, recommend products to consumers, and streamline industrial operations

TABLE 214 CHINA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 215 CHINA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 216 CHINA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 217 CHINA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 218 CHINA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 219 CHINA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 220 CHINA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 221 CHINA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 222 CHINA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 223 CHINA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION,

2024–2028 (USD MILLION)

TABLE 224 CHINA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL,
2018–2023 (USD MILLION)

TABLE 225 CHINA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL,
2024–2028 (USD MILLION)

11.4.4 JAPAN

11.4.4.1 Rising adoption of advanced technologies, government fundings, and increased R&D investments to propel market

TABLE 226 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,
2018–2023 (USD MILLION)

TABLE 227 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,
2024–2028 (USD MILLION)

TABLE 228 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY SERVICE,
2018–2023 (USD MILLION)

TABLE 229 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY SERVICE,
2024–2028 (USD MILLION)

TABLE 230 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL
SERVICE, 2018–2023 (USD MILLION)

TABLE 231 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL
SERVICE, 2024–2028 (USD MILLION)

TABLE 232 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT
MODE, 2018–2023 (USD MILLION)

TABLE 233 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT
MODE, 2024–2028 (USD MILLION)

TABLE 234 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION,
2018–2023 (USD MILLION)

TABLE 235 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION,
2024–2028 (USD MILLION)

TABLE 236 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL,
2018–2023 (USD MILLION)

TABLE 237 JAPAN: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL,
2024–2028 (USD MILLION)

11.4.5 INDIA

11.4.5.1 Need to increase profitability and grow customer engagement to fuel demand for CDPs

TABLE 238 INDIA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,
2018–2023 (USD MILLION)

TABLE 239 INDIA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,
2024–2028 (USD MILLION)

TABLE 240 INDIA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 241 INDIA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 242 INDIA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 243 INDIA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 244 INDIA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 245 INDIA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 246 INDIA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 247 INDIA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 248 INDIA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 249 INDIA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.4.6 ANZ

11.4.6.1 Rising awareness of data privacy and security concerns and increasing digitalization of businesses to drive market

TABLE 250 ANZ: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 251 ANZ: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 252 ANZ: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 253 ANZ: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 254 ANZ: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 255 ANZ: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 256 ANZ: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 257 ANZ: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 258 ANZ: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 259 ANZ: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 260 ANZ: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 261 ANZ: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.4.7 SOUTH KOREA

11.4.7.1 Focus on delivering tailored experiences, data privacy, and compliance with regulations to spur market growth

11.4.8 REST OF ASIA PACIFIC

11.5 MIDDLE EAST & AFRICA

11.5.1 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET DRIVERS

11.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 262 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 263 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 264 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 265 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 266 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 267 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 268 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 269 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 270 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2018–2023 (USD MILLION)

TABLE 271 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2024–2028 (USD MILLION)

TABLE 272 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 273 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY

APPLICATION, 2024–2028 (USD MILLION)

TABLE 274 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2018–2023 (USD MILLION)

TABLE 275 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 276 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 277 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

TABLE 278 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2018–2023 (USD MILLION)

TABLE 279 MIDDLE EAST & AFRICA: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

11.5.3 UAE

11.5.3.1 Demand for consolidating and analyzing customer data from multiple channels to fuel market growth

TABLE 280 UAE: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 281 UAE: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 282 UAE: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 283 UAE: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 284 UAE: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 285 UAE: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 286 UAE: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 287 UAE: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 288 UAE: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 289 UAE: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 290 UAE: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 291 UAE: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL,

2024–2028 (USD MILLION)

11.5.4 SOUTH AFRICA

11.5.4.1 Increasing adoption of digital technologies and awareness of value of data-driven decision-making to drive market

TABLE 292 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2018–2023 (USD MILLION)

TABLE 293 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 294 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 295 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 296 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 297 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 298 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 299 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 300 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 301 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 302 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 303 SOUTH AFRICA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.5.5 SOUTH ARABIA

11.5.5.1 Implementation of Vision 2030 initiative and emphasis on enhancing customer experiences and leveraging data-driven insights to propel market

11.5.6 TURKEY

11.5.6.1 Rise of eCommerce and online retail and promotion of data-driven innovation and entrepreneurship to drive market

11.5.7 REST OF MIDDLE EAST & AFRICA

11.6 LATIN AMERICA

11.6.1 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET DRIVERS

11.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 304 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY

OFFERING, 2018–2023 (USD MILLION)

TABLE 305 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 306 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2018–2023 (USD MILLION)

TABLE 307 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 308 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2018–2023 (USD MILLION)

TABLE 309 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 310 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2018–2023 (USD MILLION)

TABLE 311 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 312 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2018–2023 (USD MILLION)

TABLE 313 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY DATA CHANNEL, 2024–2028 (USD MILLION)

TABLE 314 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 315 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 316 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2018–2023 (USD MILLION)

TABLE 317 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 318 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 319 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

TABLE 320 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2018–2023 (USD MILLION)

TABLE 321 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

11.6.3 BRAZIL

11.6.3.1 Evolution of online advertising, growth of automated marketing, and need for quick and real-time access to this data to propel market

TABLE 322 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,

2018–2023 (USD MILLION)

TABLE 323 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,
2024–2028 (USD MILLION)

TABLE 324 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY SERVICE,
2018–2023 (USD MILLION)

TABLE 325 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY SERVICE,
2024–2028 (USD MILLION)

TABLE 326 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL
SERVICE, 2018–2023 (USD MILLION)

TABLE 327 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL
SERVICE, 2024–2028 (USD MILLION)

TABLE 328 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT
MODE, 2018–2023 (USD MILLION)

TABLE 329 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT
MODE, 2024–2028 (USD MILLION)

TABLE 330 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION,
2018–2023 (USD MILLION)

TABLE 331 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION,
2024–2028 (USD MILLION)

TABLE 332 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL,
2018–2023 (USD MILLION)

TABLE 333 BRAZIL: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL,
2024–2028 (USD MILLION)

11.6.4 MEXICO

11.6.4.1 Growing adoption of advanced technologies and cloud to accelerate demand
for CDPs

TABLE 334 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,
2018–2023 (USD MILLION)

TABLE 335 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY OFFERING,
2024–2028 (USD MILLION)

TABLE 336 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY SERVICE,
2018–2023 (USD MILLION)

TABLE 337 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY SERVICE,
2024–2028 (USD MILLION)

TABLE 338 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL
SERVICE, 2018–2023 (USD MILLION)

TABLE 339 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY PROFESSIONAL
SERVICE, 2024–2028 (USD MILLION)

TABLE 340 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT

MODE, 2018–2023 (USD MILLION)

TABLE 341 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 342 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2018–2023 (USD MILLION)

TABLE 343 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 344 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2018–2023 (USD MILLION)

TABLE 345 MEXICO: CUSTOMER DATA PLATFORM MARKET, BY VERTICAL, 2024–2028 (USD MILLION)

11.6.5 ARGENTINA

11.6.5.1 Proliferation of eCommerce and digital marketing and need for enhancing customer loyalty to boost demand for CDPs

11.6.6 REST OF LATIN AMERICA

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW

12.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 346 OVERVIEW OF STRATEGIES ADOPTED BY KEY CUSTOMER DATA PLATFORM VENDORS

12.3 REVENUE ANALYSIS

FIGURE 45 TOP 5 PLAYERS DOMINATING MARKET FOR LAST 5 YEARS

12.4 MARKET SHARE ANALYSIS

FIGURE 46 MARKET SHARE ANALYSIS FOR KEY PLAYERS, 2023

TABLE 347 CUSTOMER DATA PLATFORM MARKET: DEGREE OF COMPETITION (CONSOLIDATED)

12.5 BRAND/PRODUCT COMPARATIVE ANALYSIS

FIGURE 47 BRAND/PRODUCT COMPARATIVE ANALYSIS

12.6 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023

12.6.1 STARS

12.6.2 EMERGING LEADERS

12.6.3 PERVASIVE PLAYERS

12.6.4 PARTICIPANTS

FIGURE 48 CUSTOMER DATA PLATFORM MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2023

12.6.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023

TABLE 348 CUSTOMER DATA PLATFORM MARKET: OVERALL COMPANY

FOOTPRINT (27 COMPANIES)**TABLE 349 CUSTOMER DATA PLATFORM MARKET: APPLICATION FOOTPRINT
(27 COMPANIES)****12.6.5.1 Data Channel Footprint****TABLE 350 CUSTOMER DATA PLATFORM MARKET: DATA CHANNEL FOOTPRINT
(27 COMPANIES)****TABLE 351 VERTICAL FOOTPRINT (27 COMPANIES)****TABLE 352 REGIONAL FOOTPRINT (27 COMPANIES)****12.7 COMPANY EVALUATION MATRIX: START-UPS/SMES, 2023****12.7.1 PROGRESSIVE COMPANIES****12.7.2 RESPONSIVE COMPANIES****12.7.3 DYNAMIC COMPANIES****12.7.4 STARTING BLOCKS****FIGURE 49 CUSTOMER DATA PLATFORM MARKET: COMPANY EVALUATION
MATRIX (START-UPS/SMES), 2023****12.7.5 COMPETITIVE BENCHMARKING: START-UPS/SMES, 2023****TABLE 353 CUSTOMER DATA PLATFORM MARKET: DETAILED LIST OF START-
UPS/SMES****TABLE 354 CUSTOMER DATA PLATFORM MARKET: COMPETITIVE
BENCHMARKING OF START-UPS/SMES****12.8 COMPETITIVE SCENARIO AND TRENDS****12.8.1 PRODUCT LAUNCHES AND ENHANCEMENTS****TABLE 355 CUSTOMER DATA PLATFORM MARKET: PRODUCT LAUNCHES &
ENHANCEMENTS, MAY 2019–NOVEMBER 2023****12.8.2 DEALS****TABLE 356 CUSTOMER DATA PLATFORM MARKET: DEALS, JULY
2019–NOVEMBER 2023****12.9 VALUATION AND FINANCIAL METRICS OF KEY VENDORS****FIGURE 50 VALUATION AND FINANCIAL METRICS OF KEY VENDORS****FIGURE 51 YEAR-TO-DATE (YTD) PRICE TOTAL RETURN AND 5-YEAR STOCK
BETA OF KEY VENDORS****13 COMPANY PROFILES****13.1 INTRODUCTION****13.2 KEY PLAYERS**

(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*

13.2.1 ORACLE

TABLE 357 ORACLE: COMPANY OVERVIEW

FIGURE 52 ORACLE: COMPANY SNAPSHOT

TABLE 358 ORACLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 359 ORACLE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 360 ORACLE: DEALS

13.2.2 SAP

TABLE 361 SAP: COMPANY OVERVIEW

FIGURE 53 SAP: COMPANY SNAPSHOT

TABLE 362 SAP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 363 SAP: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 364 SAP: DEALS

13.2.3 ADOBE

TABLE 365 ADOBE: COMPANY OVERVIEW

FIGURE 54 ADOBE: COMPANY SNAPSHOT

TABLE 366 ADOBE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 367 ADOBE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 368 ADOBE: DEALS

13.2.4 SALESFORCE

TABLE 369 SALESFORCE: COMPANY OVERVIEW

FIGURE 55 SALESFORCE: COMPANY SNAPSHOT

TABLE 370 SALESFORCE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 371 SALESFORCE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 372 SALESFORCE: DEALS

13.2.5 TWILIO

TABLE 373 TWILIO: COMPANY OVERVIEW

FIGURE 56 TWILIO: COMPANY SNAPSHOT

TABLE 374 TWILIO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 375 TWILIO: DEALS

13.2.6 MICROSOFT

TABLE 376 MICROSOFT: COMPANY OVERVIEW

FIGURE 57 MICROSOFT: COMPANY SNAPSHOT

TABLE 377 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 378 MICROSOFT: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 379 MICROSOFT: DEALS

13.2.7 SAS INSTITUTE

TABLE 380 SAS INSTITUTE: COMPANY OVERVIEW

TABLE 381 SAS INSTITUTE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 382 SAS INSTITUTE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 383 SAS INSTITUTE: DEALS

13.2.8 TERADATA

TABLE 384 TERADATA: COMPANY OVERVIEW

FIGURE 58 TERADATA: COMPANY SNAPSHOT

TABLE 385 TERADATA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 386 TERADATA: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 387 TERADATA: DEALS

13.2.9 CLOUDERA

TABLE 388 CLOUDERA: COMPANY OVERVIEW

TABLE 389 CLOUDERA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 390 CLOUDERA: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 391 CLOUDERA: DEALS

13.2.10 NICE

TABLE 392 NICE: COMPANY OVERVIEW

FIGURE 59 NICE: COMPANY SNAPSHOT

TABLE 393 NICE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 394 NICE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 395 NICE: DEALS

13.2.11 DUN & BRADSTREET

TABLE 396 DUN & BRADSTREET: COMPANY OVERVIEW

TABLE 397 DUN & BRADSTREET: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 398 DUN & BRADSTREET: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 399 DUN & BRADSTREET: DEALS

13.2.12 LEADSPACE

TABLE 400 LEADSPACE: COMPANY OVERVIEW

TABLE 401 LEADSPACE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 402 LEADSPACE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 403 LEADSPACE: DEALS

13.2.13 UPLAND SOFTWARE

TABLE 404 UPLAND SOFTWARE: COMPANY OVERVIEW

FIGURE 60 UPLAND SOFTWARE: COMPANY SNAPSHOT

TABLE 405 UPLAND SOFTWARE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 406 UPLAND SOFTWARE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 407 UPLAND SOFTWARE: DEALS

13.2.14 CALIBERMIND

TABLE 408 CALIBERMIND: COMPANY OVERVIEW

TABLE 409 CALIBERMIND: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 410 CALIBERMIND: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 411 CALIBERMIND: DEALS

13.2.15 CELEBRUS (D4T4 SOLUTIONS)

TABLE 412 CELEBRUS (D4T4 SOLUTIONS): COMPANY OVERVIEW

TABLE 413 CELEBRUS (D4T4 SOLUTIONS): PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 414 CELEBRUS (D4T4 SOLUTIONS): PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 415 CELEBRUS (D4T4 SOLUTIONS): DEALS

13.2.16 TEALIUM

TABLE 416 TEALIUM: COMPANY OVERVIEW

TABLE 417 TEALIUM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 418 TEALIUM: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 419 TEALIUM: DEALS

13.2.17 ACQUIA

TABLE 420 ACQUIA: COMPANY OVERVIEW

TABLE 421 ACQUIA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 422 ACQUIA: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 423 ACQUIA: DEALS

13.2.18 BLUECONIC

TABLE 424 BLUECONIC: COMPANY OVERVIEW

TABLE 425 BLUECONIC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 426 BLUECONIC: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 427 BLUECONIC: DEALS

13.2.19 LYTICS

TABLE 428 LYTICS: COMPANY OVERVIEW

TABLE 429 LYTICS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 430 LYTICS: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 431 LYTICS: DEALS

13.2.20 ZETA GLOBAL

TABLE 432 ZETA GLOBAL: COMPANY OVERVIEW

FIGURE 61 ZETA GLOBAL: COMPANY SNAPSHOT

TABLE 433 ZETA GLOBAL: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 434 ZETA GLOBAL: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 435 ZETA GLOBAL: DEALS

13.2.21 AMPERITY

TABLE 436 AMPERITY: COMPANY OVERVIEW

TABLE 437 AMPERITY: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 438 AMPERITY: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 439 AMPERITY: DEALS

*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

13.3 START-UPS/SMES

- 13.3.1 OPTIMOVE
- 13.3.2 TOTANGO
- 13.3.3 INSIDER
- 13.3.4 LISTRAK
- 13.3.5 SIMON DATA
- 13.3.6 OMETRIA
- 13.3.7 TREASURE DATA
- 13.3.8 SALESMANAGO
- 13.3.9 ACTIONIQ
- 13.3.10 ZEOTAP
- 13.3.11 PLANHAT
- 13.3.12 BLUESHIFT
- 13.3.13 QUANTEXA

14 ADJACENT/RELATED MARKETS

14.1 INTRODUCTION

14.2 CUSTOMER JOURNEY ANALYTICS MARKET - GLOBAL FORECAST TO 2026

14.2.1 MARKET DEFINITION

14.2.2 MARKET OVERVIEW

14.2.2.1 Customer journey analytics market, by component

TABLE 440 CUSTOMER JOURNEY ANALYTICS MARKET, BY COMPONENT, 2015–2019 (USD MILLION)

TABLE 441 CUSTOMER JOURNEY ANALYTICS MARKET, BY COMPONENT, 2020–2026 (USD MILLION)

14.2.2.2 Customer journey analytics market, by application

TABLE 442 CUSTOMER JOURNEY ANALYTICS MARKET, BY APPLICATION, 2015–2019 (USD MILLION)

TABLE 443 CUSTOMER JOURNEY ANALYTICS MARKET, BY APPLICATION, 2020–2026 (USD MILLION)

14.2.2.3 Customer journey analytics market, by deployment mode

TABLE 444 CUSTOMER JOURNEY ANALYTICS MARKET, BY DEPLOYMENT MODE, 2015–2019 (USD MILLION)

TABLE 445 CUSTOMER JOURNEY ANALYTICS MARKET, BY DEPLOYMENT MODE, 2020–2026 (USD MILLION)

14.2.2.4 Customer journey analytics market, by organization size

TABLE 446 CUSTOMER JOURNEY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2015–2019 (USD MILLION)

TABLE 447 CUSTOMER JOURNEY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

14.2.2.5 Customer journey analytics market, by vertical

TABLE 448 CUSTOMER JOURNEY ANALYTICS MARKET, BY VERTICAL, 2015–2019 (USD MILLION)

TABLE 449 CUSTOMER JOURNEY ANALYTICS MARKET, BY VERTICAL, 2020–2026 (USD MILLION)

14.2.2.6 Customer journey analytics market, by region

TABLE 450 CUSTOMER JOURNEY ANALYTICS MARKET, BY REGION, 2015–2019 (USD MILLION)

TABLE 451 CUSTOMER JOURNEY ANALYTICS MARKET, BY REGION, 2020–2026 (USD MILLION)

14.3 CUSTOMER ANALYTICS MARKET - GLOBAL FORECAST TO 2025

14.3.1 MARKET DEFINITION

14.3.2 MARKET OVERVIEW

TABLE 452 CUSTOMER ANALYTICS MARKET SIZE AND GROWTH, 2018–2025 (USD MILLION, Y-O-Y)

14.3.2.1 Customer analytics market, by component

TABLE 453 CUSTOMER ANALYTICS MARKET, BY COMPONENT, 2018–2025 (USD MILLION)

14.3.2.2 Customer analytics market, by deployment mode

TABLE 454 CUSTOMER ANALYTICS MARKET, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

14.3.2.3 Customer analytics market, by organization size

TABLE 455 CUSTOMER ANALYTICS MARKET, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

14.3.2.4 Customer analytics market, by application

TABLE 456 CUSTOMER ANALYTICS MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

14.3.2.5 Customer analytics market, by data source

TABLE 457 CUSTOMER ANALYTICS MARKET, BY DATA SOURCE, 2018–2025 (USD MILLION)

14.3.2.6 Customer analytics market, by industry vertical

TABLE 458 CUSTOMER ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

14.3.2.7 Customer analytics market, by region

TABLE 459 CUSTOMER ANALYTICS MARKET, BY REGION, 2018–2025 (USD MILLION)

14.4 RETAIL ANALYTICS MARKET - GLOBAL FORECAST TO 2025

14.4.1 MARKET DEFINITION

14.4.2 MARKET OVERVIEW

TABLE 460 RETAIL ANALYTICS MARKET SIZE AND GROWTH RATE, 2016–2019
(USD MILLION, Y-O-Y %)

TABLE 461 RETAIL ANALYTICS MARKET SIZE AND GROWTH RATE, 2019–2025
(USD MILLION, Y-O-Y %)

14.4.2.1 Retail analytics market, by component

TABLE 462 RETAIL ANALYTICS MARKET, BY COMPONENT, 2016–2019 (USD MILLION)

TABLE 463 RETAIL ANALYTICS MARKET, BY COMPONENT, 2019–2025 (USD MILLION)

14.4.2.2 Retail analytics market, by business function

TABLE 464 RETAIL ANALYTICS MARKET, BY BUSINESS FUNCTION, 2016–2019
(USD MILLION)

TABLE 465 RETAIL ANALYTICS MARKET, BY BUSINESS FUNCTION, 2019–2025
(USD MILLION)

14.4.2.3 Retail analytics market, by application

TABLE 466 RETAIL ANALYTICS MARKET, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 467 RETAIL ANALYTICS MARKET, BY APPLICATION, 2019–2025 (USD MILLION)

14.4.2.4 Retail analytics market, by organization size

TABLE 468 RETAIL ANALYTICS MARKET, BY ORGANIZATION SIZE, 2016–2019
(USD MILLION)

TABLE 469 RETAIL ANALYTICS MARKET, BY ORGANIZATION SIZE, 2019–2025
(USD MILLION)

14.4.2.5 Retail analytics market, by end user

TABLE 470 RETAIL ANALYTICS MARKET, BY END USER, 2016–2019 (USD MILLION)

TABLE 471 RETAIL ANALYTICS MARKET, BY END USER, 2019–2025 (USD MILLION)

14.4.2.6 Retail analytics market, by region

TABLE 472 RETAIL ANALYTICS MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 473 RETAIL ANALYTICS MARKET, BY REGION, 2019–2025 (USD MILLION)

15 APPENDIX

15.1 DISCUSSION GUIDE

15.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

15.3 CUSTOMIZATION OPTIONS

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS

I would like to order

Product name: Customer Data Platform Market by Offering, Application (Customer Retention & Engagement, Personalized Recommendation), Data Channel (Email, Social, SMS, Web), Type, (Data CDP, Analytics CDP, Campaign CDP), Vertical and Region - Global Forecast to 2028

Product link: <https://marketpublishers.com/r/C0574613A561EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C0574613A561EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970